

**MOTION BY SUPERVISOR MARK RIDLEY-THOMAS**

**AUGUST 16, 2016**

**Leveraging County Assets to Combat Homelessness**

The Los Angeles County (County) Board of Supervisors designated combatting homelessness one of its four strategic priorities. At the same time, the Chief Executive Officer is preparing a Strategic Asset Management plan to, among other things, optimize the uses of the County's assets to their highest and best use, to develop long-term funding strategies to address unfunded needs and to stimulate economic activity and improve the quality of life for all residents.

The County's portfolio includes roughly 4,000 owned buildings encompassing roughly 44.9 million square feet. It also includes a fleet of 10,822 emergency and non-emergency vehicles. The County should explore the extent to which these County owned buildings and vehicles could be leveraged for advertising to generate revenues exclusively dedicated for homeless services, like rapid rehousing efforts. Some of the County-owned buildings, for example, are large and adjacent to highways or other major traffic thoroughfares and could generate significant media revenue. Public transit systems have accepted advertising for a long time, and their experiences could serve as models for expanding advertising in and around other public facilities.

Municipal advertising should follow clear County guidelines on advertising standards that prevents offensive messages and visual clutter. The County should

**- MORE -**

MOTION

RIDLEY-THOMAS\_\_\_\_\_

KUEHL\_\_\_\_\_

KNABE\_\_\_\_\_

ANTONOVICH\_\_\_\_\_

SOLIS\_\_\_\_\_

**MOTION BY SUPERVISOR MARK RIDLEY-THOMAS**  
**AUGUST 16, 2016**  
**PAGE 2**

leverage the good will and creativity of outside business and media experts who also care about the homeless crisis as it carefully explores this potential revenue source and develops standards. The private sector community, for example, could help identify the most desirable County buildings, create revenue projections, market the available properties, cultivate relationships with advertisers and maintain signage. The County could provide the inventory of available sites, facilitate the permitting process, create and manage a revenue fund dedicated to addressing homelessness, create a transparent fund allocation process as well as regularly report on outcomes and progress.

**I THEREFORE MOVE THAT THE BOARD OF SUPERVISORS** direct the Chief Executive Officer, in coordination with County Counsel, Director of Regional Planning and outside media experts to:

- 1) Produce an inventory of County-owned properties adjacent to highways or major traffic thoroughfares and vehicles that could be potentially leveraged for advertising media to generate dedicated funds to exclusively address homelessness. This inventory report should include:
  - a. The potential projected media revenue each property could generate on a monthly and yearly basis;
  - b. The projected annual costs that would be incurred to effectively manage this effort to ensure compliance with adopted County guidelines;
  - c. The zoning and building code issues that may hamper the marketing of County buildings for public advertising opportunities; and
  - d. The opportunities for both stand-alone advertising signage and signage incorporated on building structures.
- 2) Prepare a written report on the options and pros and cons of offering County vehicles for public advertising opportunities;

**MOTION BY SUPERVISOR MARK RIDLEY-THOMAS**  
**AUGUST 16, 2016**  
**PAGE 3**

- 3) Develop clear and enforceable guidelines that would prevent any demeaning, disparaging or objectionable ads. The guidelines should give the County the final authority on whether to place or remove any ads and allow prohibitions on any advertising that would jeopardize security, safety, health comfort or convenience of operations;
- 4) Propose a process, budget and timeline to implement and manage a new revenue generating effort, including, if advisable, the retention of an outside sales agency that works on commission;
- 5) Outline the process for permitting for buildings located in unincorporated parts of the County and buildings located within the jurisdiction of an incorporated city;
- 6) Suggest other ways that County assets could be utilized as homeless revenue-generating resources; and
- 7) Report back in writing in 60 days.

**###**

(YV/DW)